d/m: 5-7-97

R J Reynolds
Tobacco Company

S. R. MacLeod
Region Operations Manager
Buffalo #1600

May 7, 1997

TO: BUFFALO REGION SR's & RR's

RE: *WINSTON "NO BULL"*

Ladies & Gentlemen:

As previously communicated, we will be repositioning Winston nationally with a scheduled DTS date of August 4, 1997. The enclosed Fact Book contains all pertinent information and specifics relative to the Winston launch. Please review the Fact Book and pay particular attention to Sales Objectives/Strategies beginning on page 8.

Key points to be noted:

- All individuals with Direct Account responsibilities need to begin contacting their accounts the week of 5/12/97 to inform our customers of the change in Winston. ***Please note: accounts may begin receiving the new Winston packaging as early as 5/26/97 (page 8)***
- ***Critical that all personnel become engaged in minimizing Return Goods of old Winston style products. Please refer to page 10 of the Fact Book for specific accountabilities and begin immediately!***
- Guidelines for increasing Box distribution - page 11
- Merchandising/Advertising/Display guidelines - pages 14-17
- PDI/supplemental POS details - page 20
- Winston workplan promotion details - page 21. ROU will updated workplan calendar and communicate out
- Winston DPC details - page 22
- Workplan POS - pages 30-31
- Important field sales priorities - page 32

It becomes critical that everyone has complete understanding of the objectives, strategies and tactics as they relate to the Winston launch. Please carefully review the enclosed. Any questions you may have should be answered at our Winston Launch Meeting on May 21, 1997.

51862 5137

Source: https://www.industrydocuments.ucsf.edu/docs/lkym0000

As always, the enclosed Fact Book is extremely CONFIDENTIAL - appropriate care and use should be noted at all times.

Should you have any question, please contact me.

Sincerely,

Stephen MacLeod

S.R. MacLeod
ROM/#1610
:etb

cc: W.Roth *(cover only)*
F. Natale *(cover only)*
KAMs/AMs/DMs/RMs *(cover only)*
J. Campbell
D. DeRose
S. Rush

stm11-97.doc

51862 5138

Source: https://www.industrydocuments.ucsf.edu/docs/lkym0000